

Office of Emergency Management (King County)

Email sent:
November 15, 2006

Subject Line:
Get Advance Warning in case of
Flood, Winter Storm



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REGIONAL PUBLIC INFORMATION NETWORK (RPIN)

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Be Prepared for Winter Storms >

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The Regional Public Information Network (RPIN) is your one stop resource resource for news alerts from more than 80 government, transportation, school, utility, health and emergency response agencies serving the citizens for the Central Puget Sound region.

Subscribe to RPIN. Get Advance Warning.
RPIN is a Free Service

The recent flooding in Western Washington has shown us all how important timely emergency information can be to our safety. During events such as last week's floods, winter storms, or even an earthquake, RPIN will keep you up to date with important information, critical to your safety and preparedness.

Subscribe to RPIN now by visiting www.RPIN.org and receive **free updates** from agencies around the region through messages sent to your:

- cell phone
- pager
- email

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Report: 24 hours after mailing

Mailing Sent: Thu Nov 16, 2006 10:10
Subject: Get Advance Warning in case of Flood, Winter Storm
Note: (global sent: 55098)
 Please update Days From Sent to 'Now' to see the latest data.
Days From Sent: 1 **Recipient Subset:** Select a Subset

Reporting Tools	Event Summary
Source Comparison Inbound Messages View Content Demographic Anlys.	Message Delivery Sent: 55,000 Received: 52,760 (95.9%) Bounced: 2,240 (4.1%) HTML Opens Clicks Transactions All: 3,642 (6.9%) All: 504 (1.0%) Transactions: 0 (0.0%) Unique: 3,138 (5.9%) Unique Events: 458 (0.9%) Amount: 0.00 Unique Clickers: 394 (0.7%) Unsubscribes Referrals Unsubscribers: 52 (0.1%) Total Sent: 1 (0.0%) Unsubscriptions: 53 (0.1%) Unique Referrers: 1 (0.0%)

URL Clickthrough Data										
Name	Clickthrough URL (Edit Redirects)	Unique Users				All Clicks				Trans.
		html	text	rt	total	html	text	rt	total	# amt
offi7	http://www.rpin.org/rpinweb/subscriber/r...	191	4	0	195 (0.4%)	212	4	0	216 (0.4%)	0 0.00
offi9	http://www.metrokc.gov/exec/news/2006/11...	14	0	0	14 (0.0%)	14	0	0	14 (0.0%)	0 0.00
offi10	http://www.wrh.noaa.gov/sew/	42	1	0	43 (0.1%)	44	1	0	45 (0.1%)	0 0.00
offi11	http://www.king5.com	16	0	0	16 (0.0%)	20	0	0	20 (0.0%)	0 0.00
offi14	http://www.rpin.org/rpinweb/	46	0	0	46 (0.1%)	48	0	0	48 (0.1%)	0 0.00
offi18	http://www.rpin.org/rpinweb/WeatherAlert...	13	0	0	13 (0.0%)	13	0	0	13 (0.0%)	0 0.00
offi20	http://www.rpin.org/rpinweb/TrafficRoadC...	26	1	0	27 (0.1%)	26	1	0	27 (0.1%)	0 0.00
offi22	http://www.rpin.org/rpinweb/WinterStormP...	9	2	0	11 (0.0%)	9	2	0	11 (0.0%)	0 0.00
offi28	http://www.king5.com/sharedcontent/regis...	2	0	0	2 (0.0%)	2	0	0	2 (0.0%)	0 0.00
offi29	http://www.rpin.org	0	1	0	1 (0.0%)	0	1	0	1 (0.0%)	0 0.00
raf1	http://raf.cheetahmail.com/r/raf?=%t%t%...	3	0	0	3 (0.0%)	3	0	0	3 (0.0%)	0 0.00
unsub	http://ebm.cheetahmail.com/r/webunsub?t=...	19	0	0	19 (0.0%)	20	0	0	20 (0.0%)	0 0.00
webvers	http://ebm.cheetahmail.com/c/taq/%t%t%t%...	65	3	0	68 (0.1%)	81	3	0	84 (0.2%)	0 0.00
Totals		446	12	0	458 (0.9%)	492	12	0	504 (1.0%)	0 0.00

- **3,138** unique opens (5.9%)
- **Re-opened** 504 times
- **3,642** total times it's been read (6.9%)

• **52,760** successfully received email

- **216** clicks to Subscribe to RPIN Alerts
- **14** clicks to King County News release
- **45** National Weather Service Forecast
- **1** Referral

- **48** clicks to RPIN website
- **13** clicks to Weather Alert
- **27** clicks to Traffic & Road Conditions
- **11** clicks to Winter Storms

Report: 5 days after mailing

- **3,872** unique opens (7.3%)
- **Re-opened** 751 times
- **4,623** total times it's been read (8.8%)

Mailing Sent: Thu Nov 16, 2006 10:10 Subject: Get Advance Warning in case of Flood, Winter Storm Note: (global sent: 55098) Days From Sent: now Recipient Subset: Select a Subset <input type="button" value="GO"/>			
Reporting Tools	Event Summary		
Source Comparison Inbound Messages View Content Demographic Anlys.	Message Delivery		
	Sent: 55,000	Received: 52,760 (95.9%)	Bounced: 2,240 (4.1%)
	HTML Opens		Clicks
	All: 4,623 (8.8%)	All: 633 (1.2%)	Transactions: 0 (0.0%)
	Unique: 3,872 (7.3%)	Unique Events: 570 (1.1%)	Amount: 0.00
		Unique Clickers: 477 (0.9%)	
Campaign Folders:	Unsubscribes		
(Assign Campaigns):	Unsubscribers: 80 (0.2%)	Total Sent: 1 (0.0%)	
• Default	Unsubscriptions: 85 (0.2%)	Unique Referrers: 1 (0.0%)	

- **52,760** successfully received email

URL Clickthrough Data											
Name	Clickthrough URL (Edit Redirects)	Unique Users				All Clicks				Trans.	
		html	text	rt	total	html	text	rt	total	#	amt
offi7	http://www.rpin.org/rpinweb/subscriber/r...	225	4	0	229 (0.4%)	251	4	0	255 (0.5%)	0	0.00
offi9	http://www.metrokc.gov/exec/news/2006/11...	18	0	0	18 (0.0%)	18	0	0	18 (0.0%)	0	0.00
offi10	http://www.wrh.noaa.gov/sew/	55	1	0	56 (0.1%)	60	1	0	61 (0.1%)	0	0.00
offi11	http://www.king5.com	21	0	0	21 (0.0%)	26	0	0	26 (0.0%)	0	0.00
offi14	http://www.rpin.org/rpinweb/	55	0	0	55 (0.1%)	59	0	0	59 (0.1%)	0	0.00
offi18	http://www.rpin.org/rpinweb/WeatherAlert...	20	0	0	20 (0.0%)	21	0	0	21 (0.0%)	0	0.00
offi20	http://www.rpin.org/rpinweb/TrafficRoadC...	32	1	0	33 (0.1%)	32	1	0	33 (0.1%)	0	0.00
offi22	http://www.rpin.org/rpinweb/WinterStormP...	10	2	0	12 (0.0%)	10	2	0	12 (0.0%)	0	0.00
offi28	http://www.king5.com/sharedcontent/regist...	7	0	0	7 (0.0%)	7	0	0	7 (0.0%)	0	0.00
offi29	http://www.rpin.org	0	1	0	1 (0.0%)	0	1	0	1 (0.0%)	0	0.00
raf1	http://raf.cheetahmail.com/raf?t=%t%...	4	0	0	4 (0.0%)	4	0	0	4 (0.0%)	0	0.00
unsub	http://ebm.cheetahmail.com/webunsub?t=...	29	0	0	29 (0.1%)	31	0	0	31 (0.1%)	0	0.00
webvers	http://ebm.cheetahmail.com/c/taq/%t%...	82	3	0	85 (0.2%)	102	3	0	105 (0.2%)	0	0.00
Totals		558	12	0	570 (1.1%)	621	12	0	633 (1.2%)	0	0.00

- **255** clicks to Subscribe to RPIN Alerts
- **18** clicks to King County News release
- **61** National Weather Service Forecast
- **1** Referral

- 59** clicks to RPIN website
- 21** clicks to Weather Alert
- 33** clicks to Traffic & Road Conditions
- 12** clicks to Winter Storms